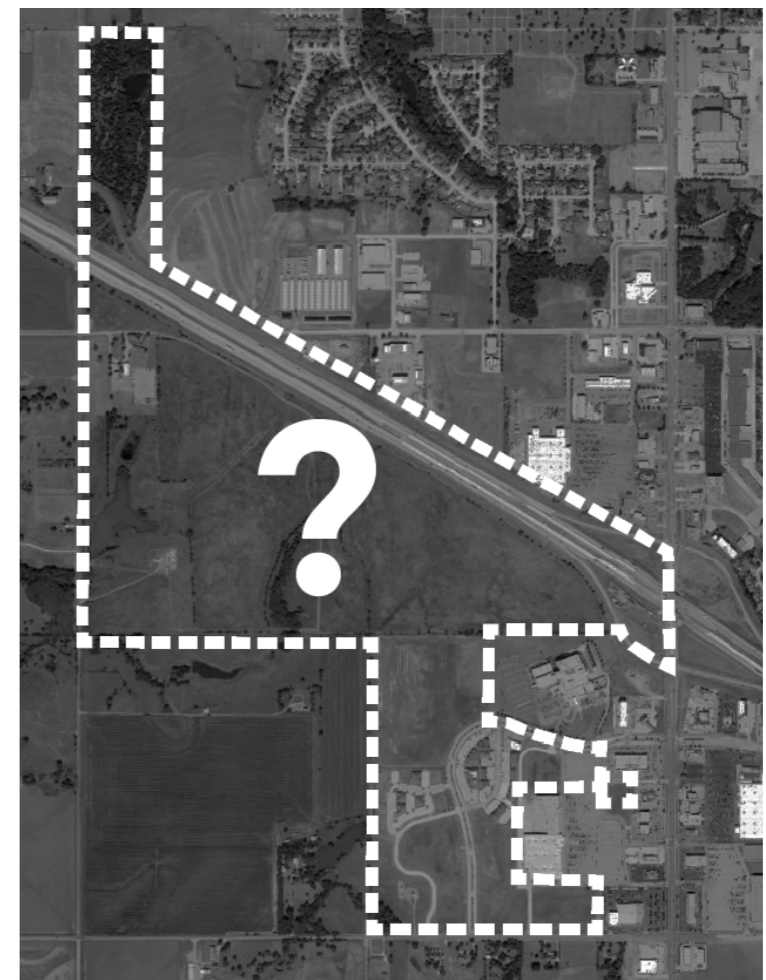
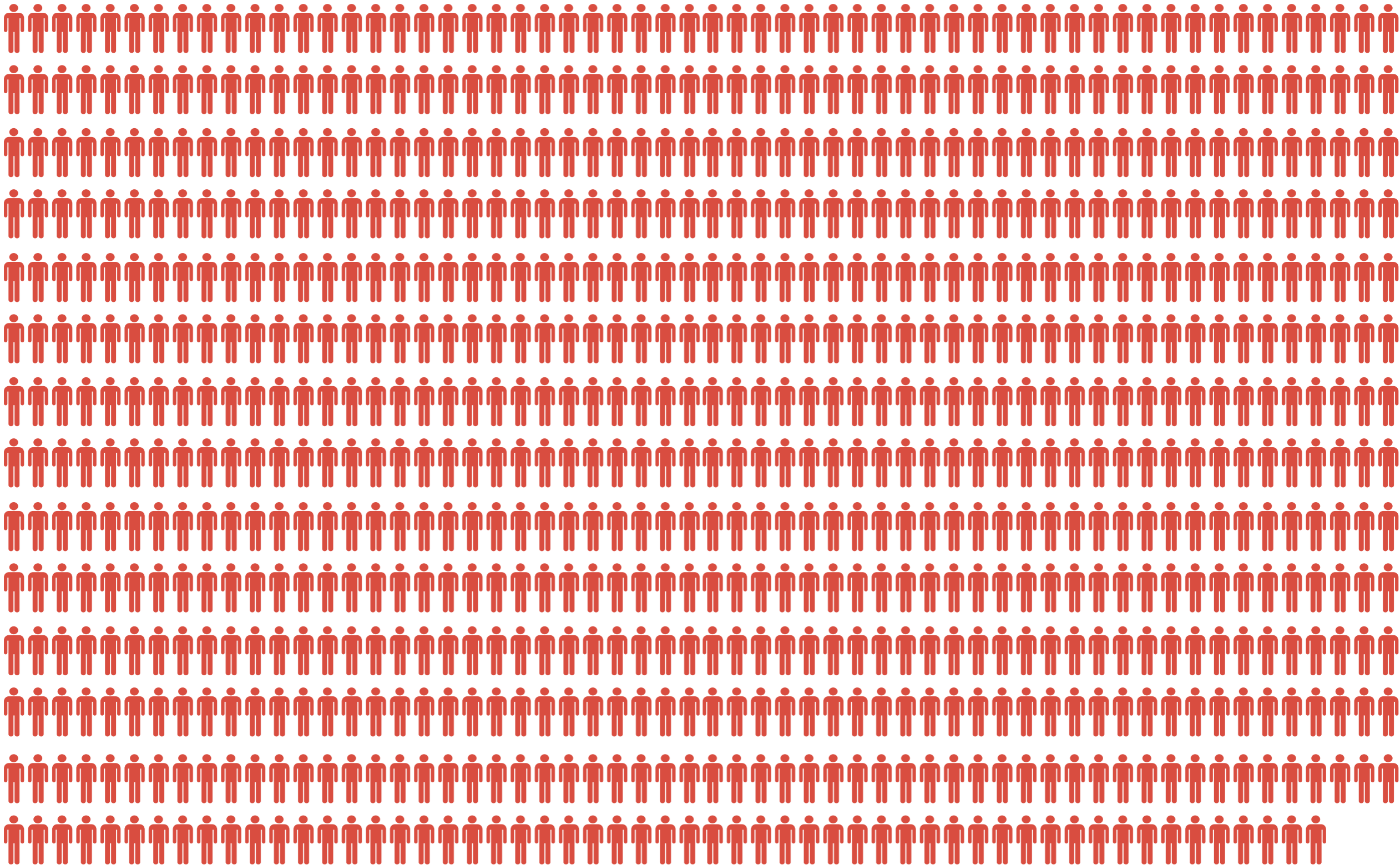


Results from Yukon Community Design Survey for the Frisco Road Development

Conducted from August 1st to September 16th, 2014



717 People responded to the survey



Question 1

Which image better represents your vision for the masterplan?

7.56%



92.44%



Question 2

Which image better represents your vision for the masterplan?

31.70%



68.30%



Question 3

Which image better represents your vision for the masterplan?

6.03%



93.97%



Question 4

Which image better represents your vision for the masterplan?

4.74%



95.26%



Question 5

Which image better represents your vision for the masterplan?

36.07%



63.93%



Question 6

Which image better represents your vision for the masterplan?

12.26%



87.74%



Question 7

Which image better represents your vision for the masterplan?

5.86%



94.14%



Question 8

Which image better represents your vision for the masterplan?

9.39%



90.61%



Question 9

Which image better represents your vision for the masterplan?

3.80%



96.20%



Question 10

Which image better represents your vision for the masterplan?

6.44%



93.56%



Question 11

Which image better represents your vision for the masterplan?

5.60%

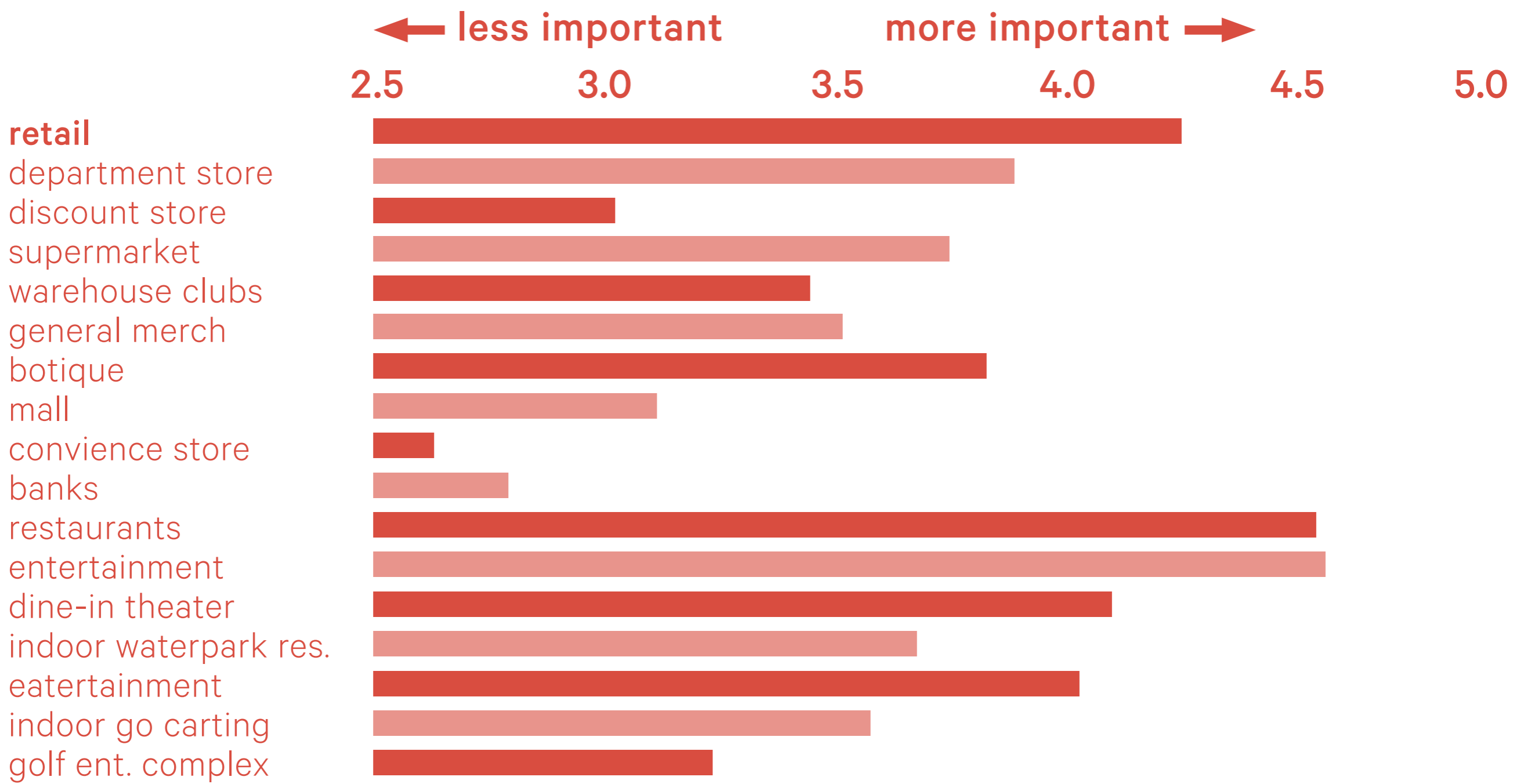


94.40%



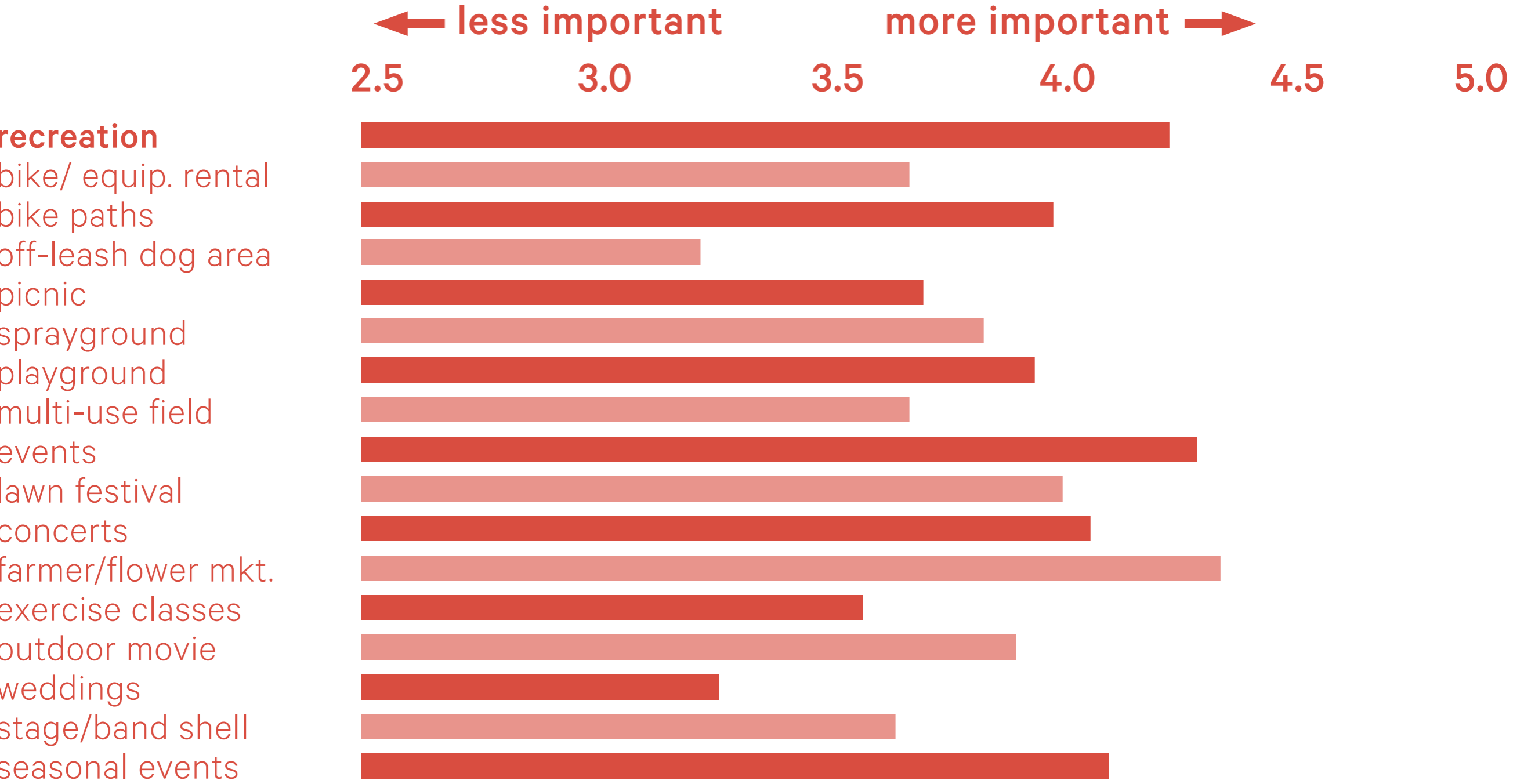
Question 12

From the list below, rank each category and subcategory based on the level of importance to you.



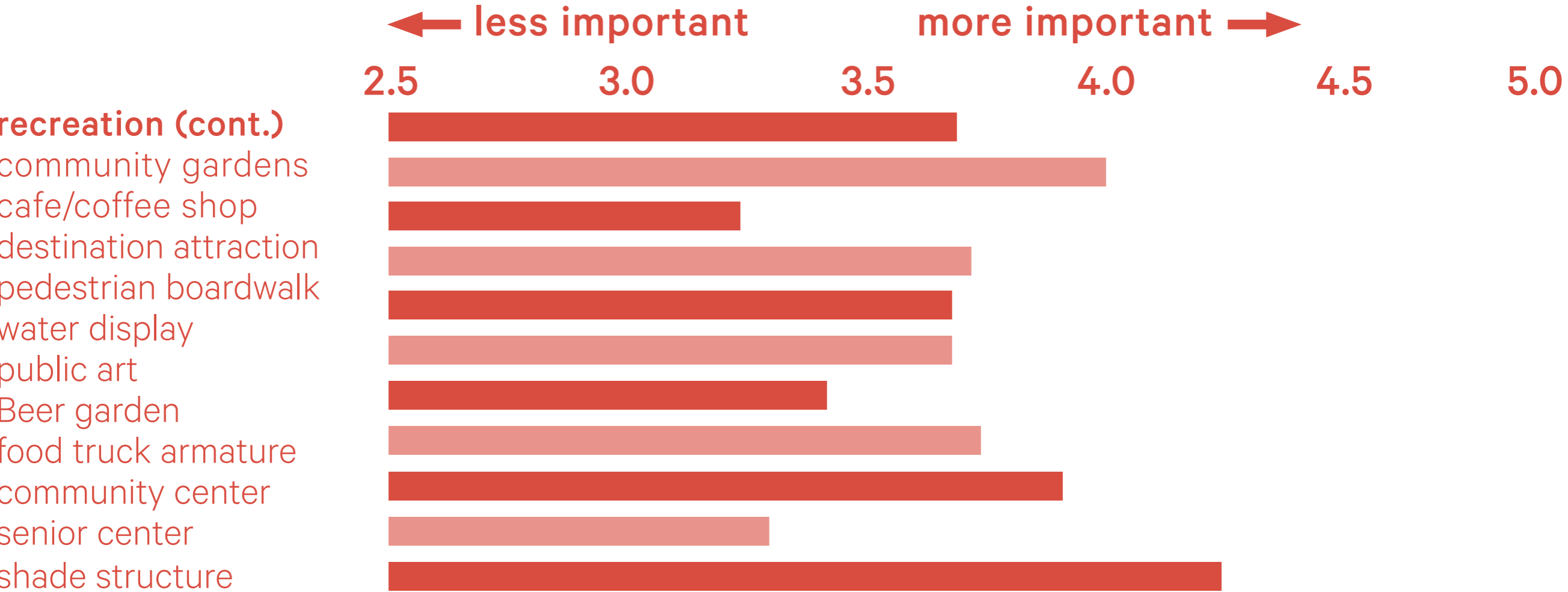
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From the list below, rank each category and subcategory based on the level of importance to you.



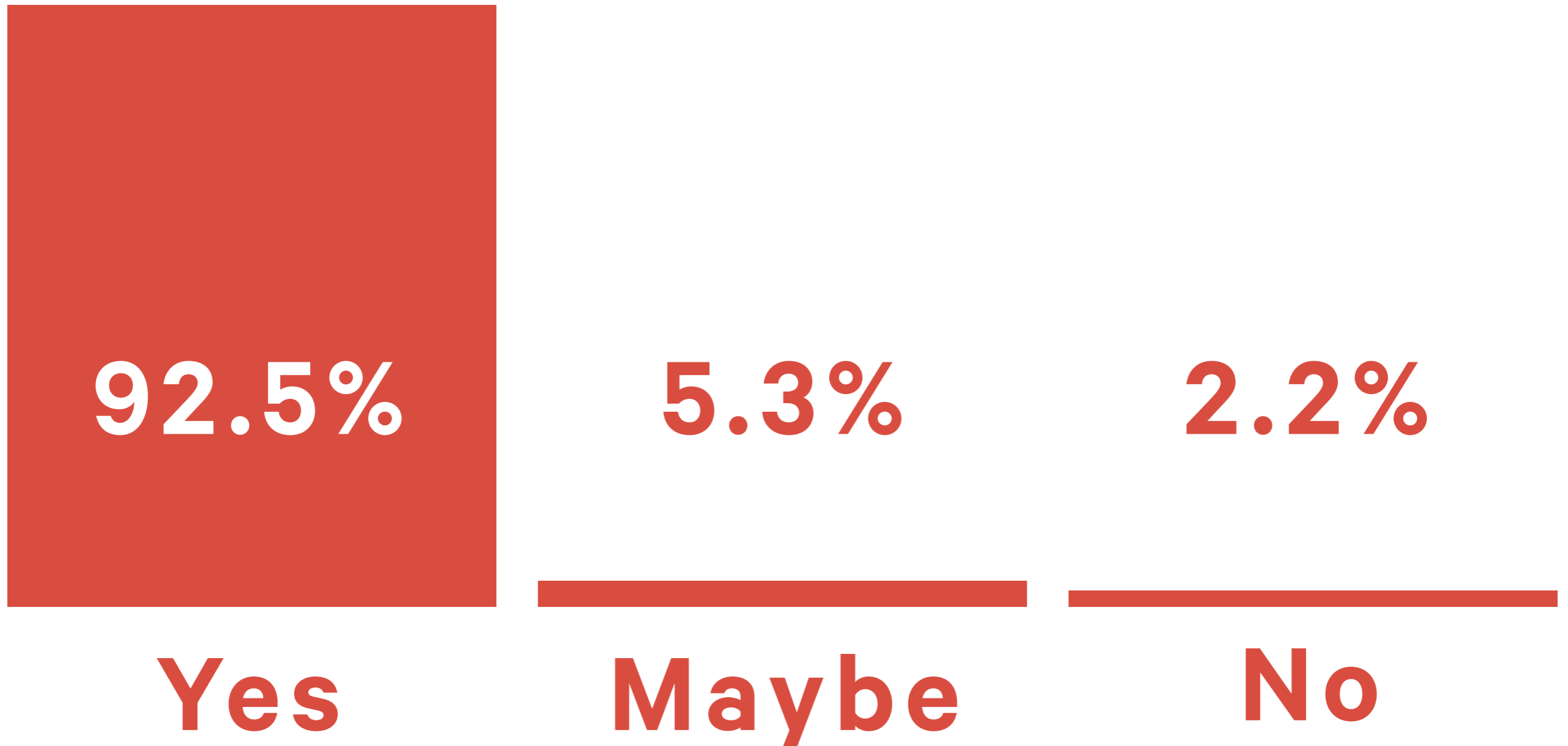
Question 12

From the list below, rank each category and subcategory based on the level of importance to you.



Question 13

Do you think this type of project is a good use of this land in Yukon?



Question 13

Do you think this type of project is a good use of this land in Yukon?

“Don’t screw up the out of the way cycling routes in Yukon, Frisco RD is... the only way to cross over the I-40 without a lot of traffic congestion.”

“I would hate to see all of the land turned into concrete”

“I dont like what Midwest City did. It is a mall where you have to go outside and drive to another store.”

“Yes, if done tastefully”

“Yes, although I would hate to lose our town’s charater with generic cookie cutter shopping and dinning.”

“If it is done properly and not more auto shops, discount chains and fast food. More health conscious venue. Or something like classen curve. This must be upscale we have enough crap in Yukon too many fast foods, liquor stores etc”

Question 13

Do you think this type of project is a good use of this land in Yukon?

“Yes. Not only for Yukon, but for the smaller communities west of Yukon. They have to go all the way in to OKC for these types of things.”

“I don’t think we need more retail space. We need to have attractions that set us apart and will bring in visitors from other areas. Being on the western edge of the OKC metroplex, it gives us a great chance to establish Yukon as a destination, not a gateway to somewhere else”

“Yes, it should be commercial with as little government involvement as possible outside the initial planning and approval, especially the need for continuing government services.”

“Yes. We need entertainment sports areas and a walking open shops area.”

“yes. Yukon is seriously lacking in the entertainment side of things, especially for our young people.”

“Access via different transportation, Bikes/walking”

Question 14

What characteristics, if included, would make you want to shop or spend time at the Frisco Road development over other retail centers in the OKC Metro area?

“Would like more locally based companies over big brand stores”

“The use of the old building styles...with use of trees and plants and walk/bike paths”

“An area that I could take my children to play at so we could enjoy both shopping and playing at the same destination.”

“Nice and safe shopping areas. Good after dark lighting, without being harsh. Benches and trees on the sidewalks.”

“I don’t think anybody wants to just see another big box store go in with a huge parking lot”

“A different look. Not just retail, but a place people can gather. “

“Trees, seating, shade, water, coffee shop, free wifi, walking trails”

Question 14

What characteristics, if included, would make you want to shop or spend time at the Frisco Road development over other retail centers in the OKC Metro area?

“The use of the old building styles...with use of trees and plants and walk/bike paths”

“Nature! Small trees, not just bushes, in front of stores and in the parking lots. Perennial flowers and plants everywhere..”

“Relaxing water features, benches through the shopping area for those that may have difficulty walking and standing. Maybe an area with outdoor tables...”

“more eco-friendly”

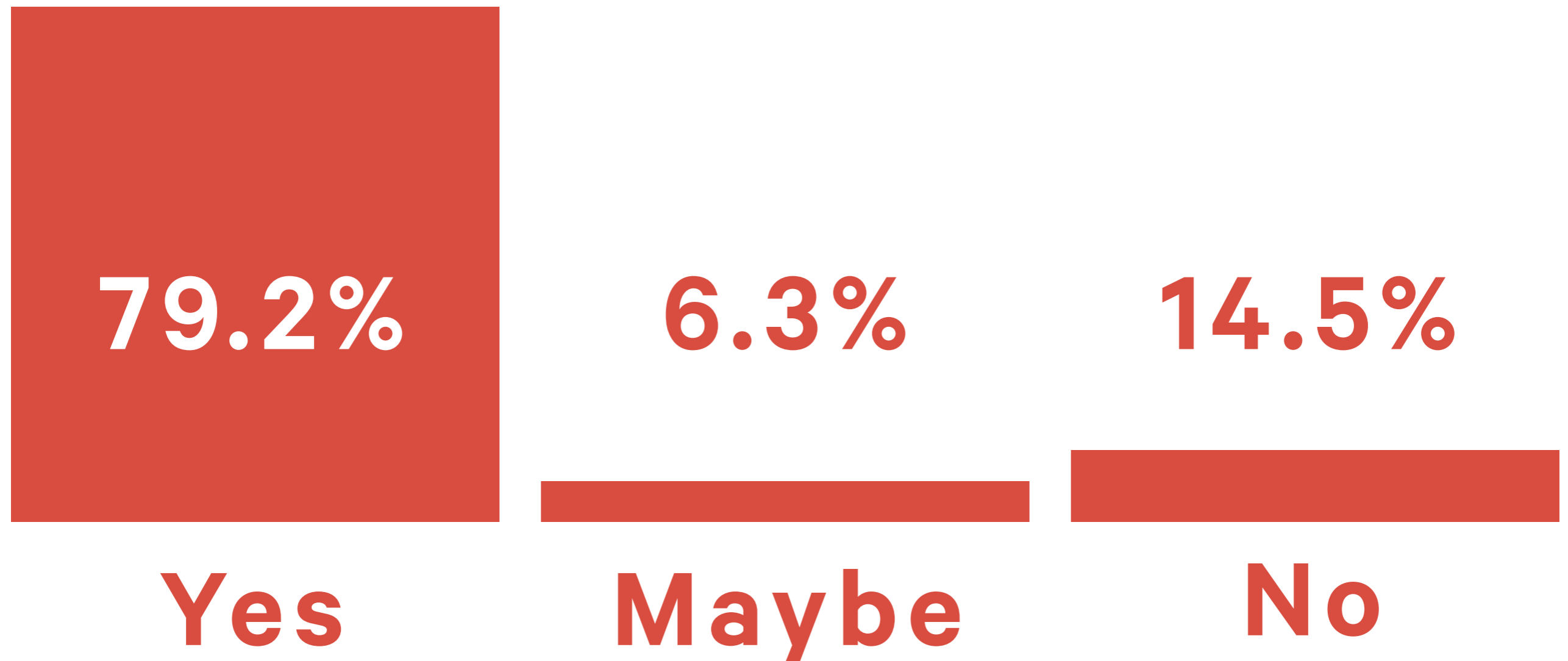
“Outdoor dining, night life”

“Coffee shops, cafes, night-life entertainment, lawn concerts, boutique shopping”

“I’d rather see charming structures rather than cheesey/boring construction. Mature landscaping to make it look less sterile.”

Question 15

Do you believe providing a mixture of uses, such as shops, residences, and small leasable office spaces, will help make this development more successful?



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Do you believe providing a mixture of uses, such as shops, residences, and small leasable office spaces, will help make this development more successful?

“Not sure I like the idea of residential uses. This would be the Banner School District. Can they handle and increase of more families?”

Yes on the mixture of uses. The only way there should be residences over there is if they are upperend types. No apartment complexes.”

“YES, THE LARGER THE MIXTURE, THE MORE SUCCESSFUL IT WILL BE.”

“I think it would, also some public transportation around it would be great.”

“No Residences!!! But the other uses such as shops, office space, etc would be nice.

“Perhaps, as long as it does not become to much of a business park”

“Yes. It will make more of a community rather than commercial blight”

Question 15

Do you believe providing a mixture of uses, such as shops, residences, and small leasable office spaces, will help make this development more successful?

Yes. People would be able to live, work and shop within a small area.

Yes, as people bring people!

No more apartments!

Yes, the more residential the better. Incorporate traffic calming measures and lots of open space.

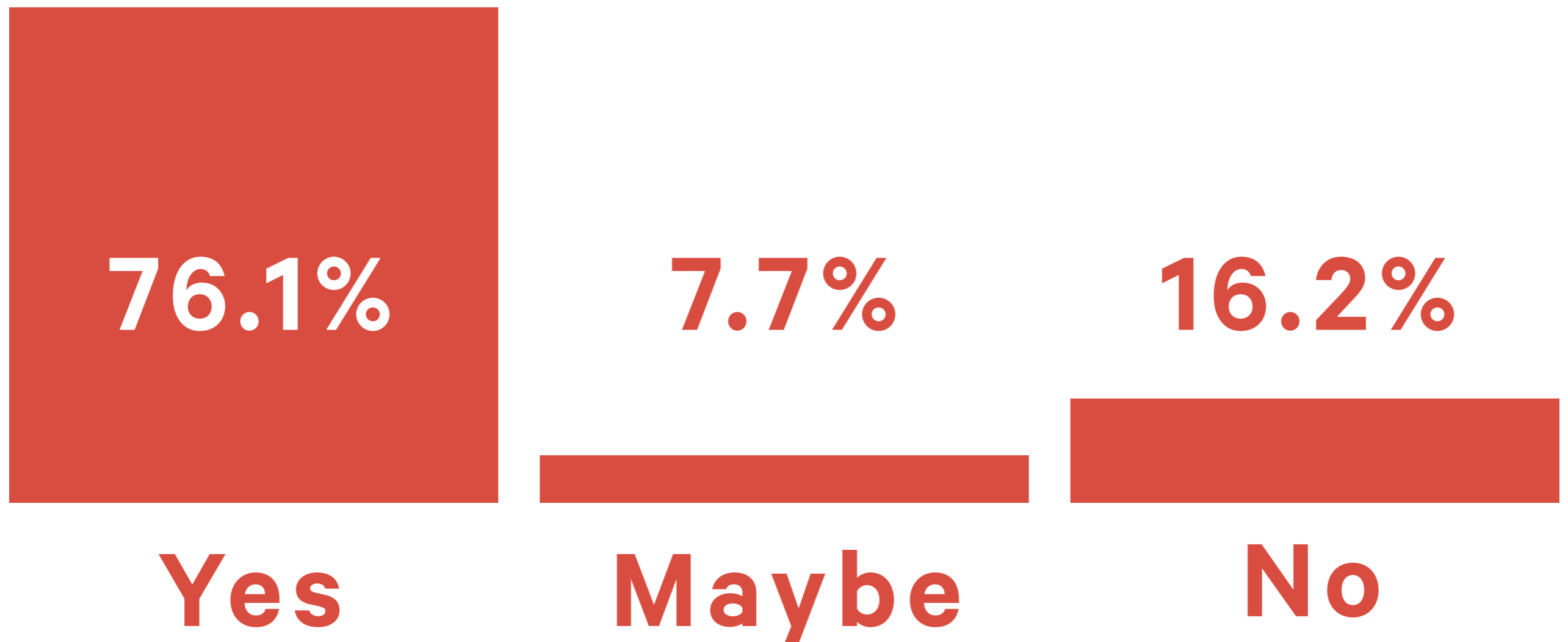
I believe in having the mixture will give it a urban feel with a small town atmosphere. The location alone is what makes it perfect.

Diversity is good.

Yes, I sure do. Most importantly it should be visually pleasing to the eye, nice landscaping that is beautifully maintained.

Question 16

Do you believe there will be people who will want to live in well-managed condominiums or apartments located above shops?



Question 16

Do you believe there will be people who will want to live in well-managed condominiums or apartments located above shops?

“Maybe, but the shops should be high end. and have good parking spaces, or offer shuttle services to other major OKC districts.”

“Yes. Right now it seems Yukon has houses and apartments, but no condos. Not everyone wants to rent, but at the same time not everyone is ready to take on the responsibility of a 3-4 bedroom house. This will address the housing needs of young, active adults who want the bustle of a city life, but on a suburb scale.”

“I think that sounds very cool, I would like that for my business”

“Yes! Especially if groceries, pharmacies, and general merchandise shops are included. This would encourage people to shop “locally” and walk/bike to the shops.”

“That is an EXTREME need within our community. Coming from a 31 year old who is between college age and raising a family. A big gap in there that our community seems to have ignored my entire life.”

Question 16

Do you believe there will be people who will want to live in well-managed condominiums or apartments located above shops?

“If it’s in a decent neighborhood and there is enough shops as well as food places, cafes, and street performers are allowed with permits (not beggars). It needs to be lively.”

You have no idea how much this is needed in Yukon. There are no good apartment/condo in the Yukon school district.

Yes. As the population ages, this will give older people a good place to live without being in a home.

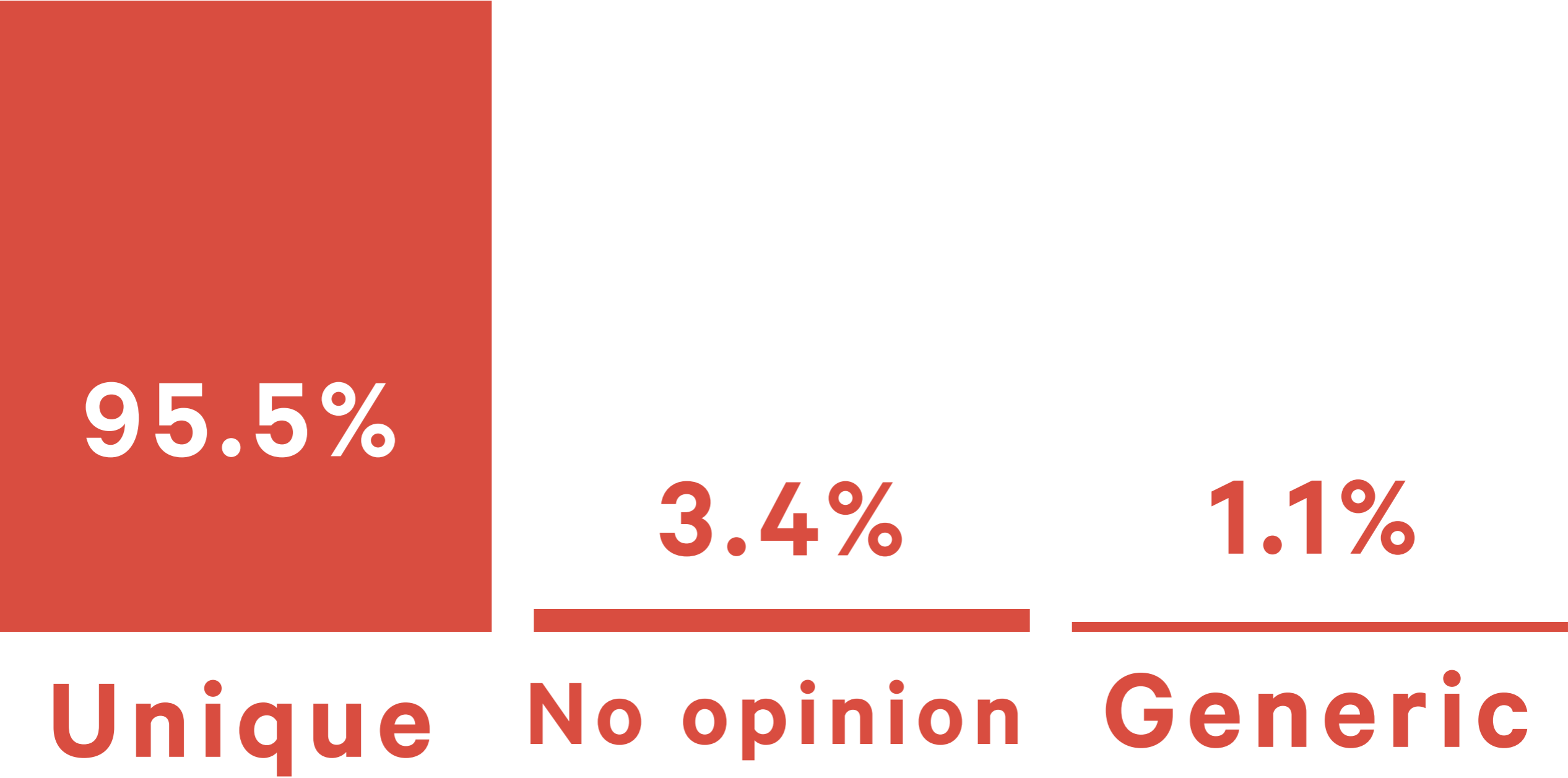
Living quarters above retail shops is a new concept in this part of the country, but I believe this a concept that is going to grow in the future.

Yes, we’ve seen this done in Norman, with much success.

My concern is that over the long run, apartments seem to run down and pull down the surrounding area.

Question 17

Do you wish for this development to feel unique to Yukon, or is it acceptable if this development looks like many other new shopping areas in the region?



Question 17

Do you wish for this development to feel unique to Yukon, or is it acceptable if this development looks like many other new shopping areas in the region?

“The other new developments look like crap. Look to other cities in different states that are popular and successful. Otherwise, it will be dead soon after being built.”

“Unique, but with some similarities of other communities/projects that are successful.”

“either would work. But I think something totally brand new would make everyone “want” to come and see it. Kinda like tons of people go to Guthrie just to see the old town and old homes etc.”

“I’d like it to look more urban...like Midtown Houston”

“Doesn’t matter as long as it doesn’t look like it was pieced together. It needs to look planned.”

Question 17

Do you wish for this development to feel unique to Yukon, or is it acceptable if this development looks like many other new shopping areas in the region?

“Unique, but easy to navigate like other common areas folks are familiar with”

“Must be unique to Yukon. Otherwise we are just putting another cookie cutter commercial space in our own back yards”

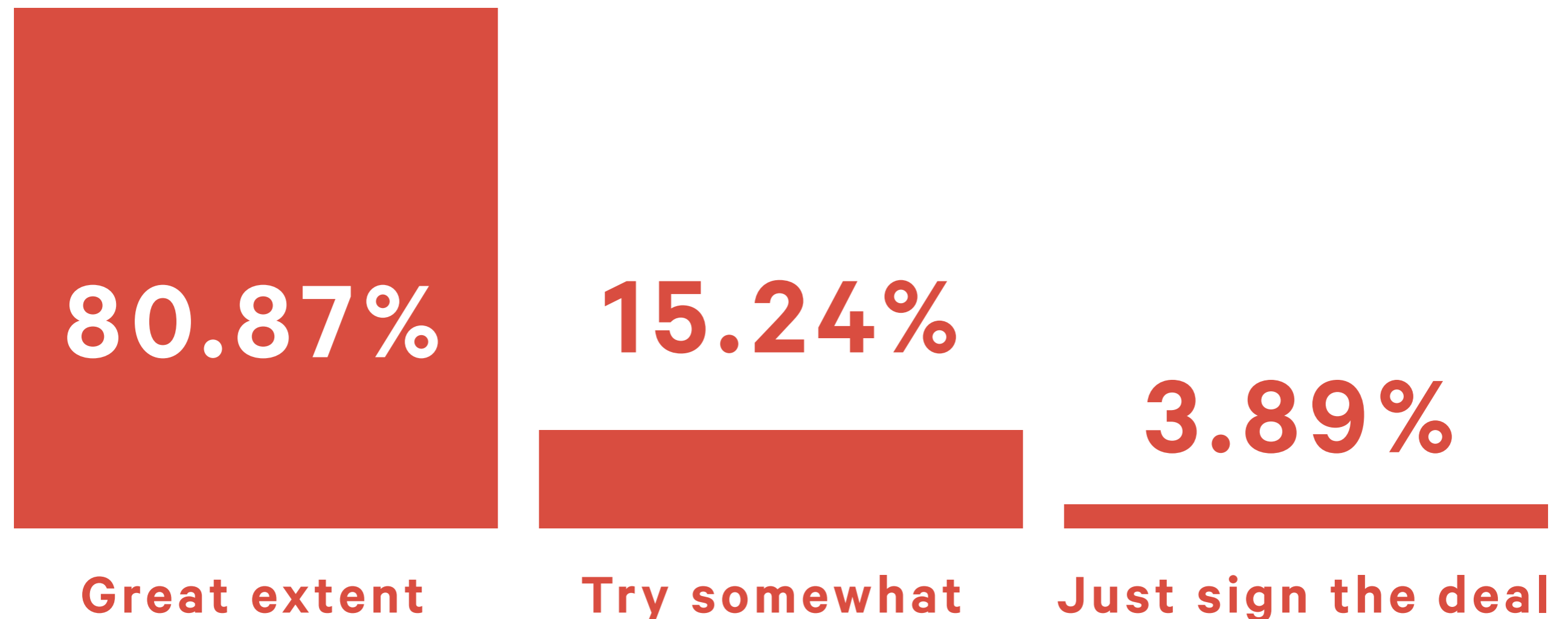
“it should be somewhat different or unique. We already have the conglomeration of stuff on Garth Brooks at I-40”

“Unique is fine as long as it is not “themey”. I don’t want to see a “Czech Village”. Look to Dallas and take a cue from their upscale developments.”

“Leaders have an opportunity to prove that they can think outside the “do it like everyone else” box. Let’s think “HEALTHY” too. Gyms are fine but we can work on being healthy with outside activities. Biking, running, exercising can be done free in the right environment. I really think that is what today’s communities are looking for. The old thinking is biscuits and gravy and fried foods”

Question 18

To what extent should City officials negotiate to help improve the quality of the development so that it leads to a walkable, mixed-use live/shop/work type of neighborhood in Yukon?



Question 19

Respondents' zip codes

